

Fashion Calendar 1947

JANUARY

FEBRUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR

44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

~~CLOTHING TRADE~~

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 20, 1947</u>			
Now Going On	SHOWING OF NEW BLOUSES AND SKIRTS Arpad is now presenting his Fall collection of sportswear blouses and skirts. By appointment. Contact: Mrs. Cleo Fouts Blake, PL. 3-7945.	ARPAD	1 EAST 54TH ST.
Just Issued	ADVANCE HOSIERY COLOR CARD FOR FALL 1947 Five new colors, reflecting the strong fashion for darker tonalities, are featured in the Confidential Advance Hosiery Card for Fall, just issued by the Textile Color Card Association to its members. These nylon shades highlight: Sunnibrown, Mistique, Bronzeskin, Romance Beige, Black Beauty. Contact: Margaret Hayden Rorke, Managing Director, CA. 5-5881.	TEXTILE COLOR CARD ASSN. OF THE U.S., INC.	200 MADISON AVENUE
Friday June 20	AMERICAN SCULPTURE ON EXHIBITION Exhibition of American Sculpture from the collection of the Whitney Museum and the Metropolitan Museum. Open to public. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 82ND ST.
June 21	FIRST DAY OF SUMMER (Saturday)		
<u>WEEK BEGINNING MONDAY, JUNE 23, 1947</u>			
Monday June 23 1:00 P.M. Luncheon	GREEN AND WHITE FOR SUMMER Russeks colors its new collection of summer clothes with green and white -- "cool and frosty as a creme de menthe frappe", at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS	ST. REGIS HOTEL ROOF
Monday June 23 4:00 P.M. Cocktails	PREVIEW OF FILM SHOWING FALL LINE Rhea Manufacturing Company is presenting a preview of a film showing the Joan Miller Fall line at the Preview Room of the Monte Carlo Restaurant. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., Inc., PL. 3-9600.	RHEA MANUFACTURING COMPANY	MONTE CARLO MADISON AT 54TH ST.
Week Of June 23	OPENING OF FALL JEWELRY LINE Opening of Coro's collection of jewelry for Fall. By appointment only. Contact: Ann R. Silver Associates, MU. 2-8633.	CORO, INC.	47 WEST 34TH ST. SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of June 23	TWELFTH ANNUAL NATIONAL SWIM-FOR-HEALTH WEEK Newspaper, magazine and radio advertising, and department store, specialty store and manufacturer tie-ups will dramatize the theme -- "swim for health." Contact: Martin Stern, Exec. Dir., VA. 6-0543.	SWIM FOR HEALTH ASSOCIATION	THROUGHOUT THE COUNTRY
Monday June 23	OPENING OF FALL ACCESSORIES COLLECTION Opening of Nettie Rosenstein's Fall Collection of handbags and costume jewelry. By appointment. Contact: CI. 6-2190.	NETTIE ROSENSTEIN ACCESSORIES	680 FIFTH AVENUE SHOWROOM
Monday June 23- June 25	SECOND ANNUAL RAINWEAR CONVENTION Second annual Rainwear Sales Convention at the Hotel New Yorker. (Dinner and Fashion show in Waldorf-Astoria, Grand Ballroom, June 24. See below). Publicity: Jack Berman or Bea Baris, Room 910, 350 Fifth Ave., LO. 5-1845.	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
Tuesday June 24 10:00 A.M. Breakfast	PRESS PREVIEW OF NEW FALL MILLINERY Sally Victor will present her Fall and Winter millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SHOWROOM
Tuesday June 24 3:00 P.M.	PRESS PREVIEW: JEUNE COUTURE FURS Esther Dorothy will present a showing to the press of her Jeune Couture Furs for young people. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	78 EAST 56TH STREET SALON
Tuesday June 24 4:30 P.M.- 6:30 P.M.	FASHION SHOW: NEW RAINWEAR Fall fashions in rainclothes presented at a cocktail showing. Attendance by invitation only. Publicity: Jack Berman or Bea Baris, LO. 5-1845.	LECAP	WALDORF-ASTORIA JADE ROOM
Tuesday June 24 6:00 P.M. 10:00 P.M.	COCKTAIL PARTY, DINNER AND FASHION PRESENTATION Second annual rainwear fashion show and dinner sponsored by the National Rainwear Manufacturers' Association. Cocktails at 6:00 P.M.; dinner at 7:00 P.M.; fashion show at 9:00 P.M. Tickets: \$15.00 per person, by invitation only. Press by invitation. Publicity: Jack Berman or Bea Baris, LO. 5-1845.	NATIONAL RAINWEAR MANUFACTURERS' ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 25 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Mme. Pauline will show her Fall Millinery Collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday June 25 11:30 A.M.	PRESS PREVIEW OF FALL DRESS COLLECTION Presentation of Joseph Halpert's new Fall dress collection to the press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	530 SEVENTH AVENUE 24TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 25 12:00 Noon Luncheon	PRESS PREVIEW: NEW NAIL BRILLIANCE Introduction of The New Nail Brilliance, presented at luncheon. Attendance by invitation only. Publicity: Anne Cunningham, Bureau of Industrial Service, AS. 4-8400.	NORTHAM WARREN CORPORATION	HAMPSHIRE HOUSE COTTAGE
Thursday June 26 9:30 A.M. Breakfast	FALL MILLINERY AT PRESS SHOWING Breakfast showing for the press of Lenesta's Fall Millinery Collection. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	LENESTA	15 EAST 53RD STREET SALON
Thursday June 26 9:30 A.M. Breakfast	BEAUX ARTS PRIZE BUILDING DESIGN AWARDS Beaux-Arts Institute of Design judges will award prizes to college and university architectural students for building designs selected in national competition, to be used as a basis for a proposed University of Fashion building for Traphagen School. Plans will be on exhibit and a fashion showing of a small group of prize-winning costumes created by Traphagen students for former Beaux-Arts Balls will be presented. By invitation only. Contact: Lea Maidman, RE. 7-6100; or Ethel Salmons, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Thursday June 26 10:00 A.M.- 1:30 P.M. Luncheon	GUIDE FOR BRIDES' DAY Eighty June 1947 brides will be taken through a day of homemaking...from breakfast for a hurried husband, lunch and bridge for her bridesmaids, to dinner for her groom's boss! WOR's Martha Deane will interview a famous bride of 1947 and a "bride" of 40 years. K and E's skit, "It Happened To Me" follows. Attendance by invitation only. Publicity: Grace Olsen, PL. 3-0700, Ext. 363.	MACY'S AND KENYON AND ECKHARDT	MACY'S HOME CENTER BASEMENT
Thursday June 26 12:15 P.M. Luncheon	READY - TO - WEAR DIVISION LUNCHEON "Fashion Changes!" with Miss Jessica Daves, Editor, American VOGUE, giving a summary of "The Changing Silhouette" as seen in American Fall Collections. Dramatic trends will be highlighted by a showing of some important designer fashions, chosen by the Ready-to-Wear Committee. Commentator: Kay Sullivan. Chairman: Adelia B. Ellis. Price, including tax and tip: \$4.00 for members; \$4.25 for guests (Guests limited: Two to each member). Reservations close Wednesday, June 25, 5:00 P.M. Note change of place. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday June 26 5:00 P.M. Cocktails	INTRODUCTION OF NEW TAPESTRY LIPSTICK Press party to introduce the new Mary Chess Tapestry Lipstick, tying in with the Tapestry shade in Forstmann fabrics to be shown by William Bass, Philip Mangone, Monte Sano, Charles Nudelman, Pattullo Modes. Attendance by invitation only. Publicity: Gloria Dangler, PL. 9-8660.	MARY CHESS	334 PARK AVENUE SALON
Thursday June 26 6:15 P.M.- 6:30 P.M.	"IS WOMAN A SLAVE TO FASHION?" A discussion on radio program "In My Opinion", with Tobe saying that women are not slaves to fashion vs. Rose Terlin, Executive Director, Woman's Press, YWCA. Publicity: Joe Sage, WI. 2-2000.	"IN MY OPINION" RADIO PROGRAM	STATION WCBS 880 ON DIAL

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Friday June 27 4:00 P.M.	SEWING CLINIC BY "SEVENTEEN" MAGAZINE Sewing demonstration conducted by "Seventeen" Magazine for teen-agers, showing how to cut a pattern, fit, etc. Showing of dresses that have been made up especially for "Seventeen's" sewing department. Betty Gulesian, of the magazine's fashion department, will conduct the clinic. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	4TH FLOOR SEWING CENTER
Friday June 27 6:00 P.M.	INFORMAL FASHION SHOWINGS AT DINNER Showing of vacation clothes, including beachwear, clothes for sun and fun, cocktail ensembles, evening outfits at an informal fashion showing during the dinner hour at the Berkeley-Carteret in Asbury Park, New Jersey. Publicity: Marie R. Guthrie, MITchell 2-8000, Ext. 474.	KRESGE-NEWARK	BERKELEY-CARTERET ASBURY PARK, N. J.
Monday June 30 12:30 P.M.	FASHION SHOWING OF HENRY ROSENFIELD CLOTHES Presentation of Henry Rosenfeld fashions to be given at 12:30 P.M., 4:30 P.M., and 6:00 P.M. in the Sports Department on the 3rd floor. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	THIRD FLOOR SPORTS DEPARTMENT
Tuesday July 1 9:30 A.M. Breakfast	FIRST NEW YORK MILLINERY SHOWING Opening of Emil George's new New York salon and showing of first millinery collection in New York at a breakfast for the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMIL GEORGE	538 MADISON AVENUE SALON
Wednesday July 2 11:00 A.M. Brunch	PREVIEW OF FALL MILLINERY COLLECTION Presentation of Minty's Fall hat collection. Dedicated to the United Nations and inspired by authentic costumes of each country. Attendance by invitation only. Contact: Mr. Arnold, EL. 5-9032.	MINTY MILLINERY	14 EAST 56TH STREET SALON
Wednesday July 2 3:00 P.M.	PRESS PREVIEW: FALL AND WINTER MILLINERY Fall and Winter millinery by Germaine Vittu, presentation by Mme. Paule Madoc. Attendance by <u>invitation</u> . Publicity: Anna T. Moore, ST. 9-6000, Ext. 421.	GERMAINE VITTU	509 MADISON AVENUE SALON (SUITE 908-10)
July 4	INDEPENDENCE DAY (Friday)		
Monday July 7 4:30 P.M. Cocktails	FALL AND WINTER MILLINERY COLLECTION Florence Reichman will present her new Fall and Winter millinery collection to the press at a preview at 4:30 P.M. Attendance by invitation only. Contact: Florence Reichman, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Tuesday July 8 11:00 A.M.	FALL SHOWING OF MILLINERY COLLECTION Walter Florell's Fall and Winter Millinery collection will be presented to the press. Attendance by invitation only. Publicity: Burton M. Pell, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET

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Cancelled July 8	THE MME. REINE MILLINERY SHOWING FOR THE PRESS, ORIGINALLY SCHEDULED FOR TUESDAY, JULY 8, AT 3:00 P.M., HAS BEEN CANCELLED. COLLECTION MAY BE SEEN NOW BY APPOINTMENT. Contact: Viola Sanders, PL. 3-0940.		
Wednesday July 9 11:00 A.M. Brunch	BRUNCH AND PREVIEW OF MILLINERY COLLECTION Brunch and preview of Laddie Northridge's Fall and Winter hat collection for the press. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday July 9 12:30 P.M. Luncheon	TRADE SHOWING OF NEW NECKWEAR Showing for buyers of new accessories for Fall and Winter. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	NATIONAL WOMEN'S NECKWEAR HOTEL PIERRE AND SCARF ASSN., INC.	COTILLION ROOM
Wednesday July 9 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Press preview of Braagaard's Fall Millinery Collection. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	BRAAGAARD	17 WEST 57TH STREET SALON
Thursday July 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY Press breakfast and preview of Mary Goodfellow's Fall and Winter millinery at the Sherry Netherlands Vanity Fair Room. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW	SHERRY NETHERLANDS VANITY FAIR ROOM
Thursday July 10 4:30 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES Private showing for the press of the new Fall line of Wadsworth Powder Cases at a "Signature Party". Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.	WADSWORTH WATCH CASE COMPANY	WALDORF-ASTORIA PERROQUET SUITE
Friday July 11 9:30 A.M. Breakfast	MILLINERY SHOWING FOR THE PRESS Emme will present a breakfast showing of her new millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMME	21 EAST 56TH STREET SALON
Saturday July 12 11:00 A.M.- 12:00 Noon	FUR FASHION PRESENTATION Showing of a variety of furs by Gimbel's in coats, capes, stoles, neckpieces. Dresses from specialty corner will be coordinated with these furs. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
Week Of July 14	NINTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the United States and Canada will be in N. Y. during the week of July 14, for the Ninth National Press Week. They will see couture collections from N. Y. Dress Institute designers, to be shown daily. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
July 14	FIFTH INTERNATIONAL CONGRESS OF PEDIATRICS (July 14-July 17) at Waldorf-Astoria. Contact: Henry Helmholz, Mayo Clinic, Rochester, Minn.		

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Monday July 14 8:00 A.M.- 11:00 A.M. Breakfast	"CHRISTMAS IN JULY" BREAKFAST FOR PRESS La Cross' annual "Christmas In July" breakfast (complete with Santa Claus, creamed turkey, and cranberry sauce), presenting a press preview of their Christmas line....new Nylons nail enamel sets....new Nylons lipsticks.... new La Cross manicure implement kits for men and women. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	LA CROSS	630 FIFTH AVENUE INTERNATIONAL BLDG.
Monday July 14 4:15 P.M. Cocktails	ACCESSORIES SHOW FOR VISITING PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs -- for local and out-of-town press at a cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 2-8633.	ARIS; CORO; CRITERION; GLENTEX	WALDORF-ASTORIA SERT ROOM
Monday July 14 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF NEW HAIRSTYLES TO PRESS Guro will demonstrate his basic, convertible foundation hairstyles that conform to the new silhouette in fashion. For local and out-of-town press, by invitation only. Publicity: Nona James, VO. 5-3440.	GURO	COLONY RESTAURANT 667 MADISON AVENUE
Monday July 14 6:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Cocktails and fashion showing of Fall and Winter millinery for out-of-town press. Attendance strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Monday July 14 7:00 P.M. Supper	SHOWING OF FASHIONS FOR VISITING PRESS Buffet supper and showing for out-of-town press of William Bass' Fall Collection. Attendance strictly by invitation.	WILLIAM BASS	530 SEVENTH AVENUE SHOWROOM
Week Of July 14	MAIN FALL SHOWINGS OF GUILD SHOE LINES Main Fall showings of shoes to include new Fall trends in daytime, afternoon, cocktail and evening types; special winter promotion shoes; re-sizing of shoes purchased for early Fall delivery. Shoes being bought for delivery in September, October and November. This showing part of five showings yearly, program of the Guild. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf's Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday July 15 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories for Fall and Winter will be shown to the out-of-town fashion press during breakfast. Attendance strictly by invitation. Publicity: Dora Miller, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASSN., INC.	HOTEL COMMODORE EAST BALLROOM

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Tuesday July 15 4:00 P.M. Cocktails	PRESS SHOWING OF INTIMATE APPAREL Showing of underwear and intimate apparel. Attendance strictly by invitation. Publicity: Dora Miller, LO. 3-4285.	EMBROIDERY MNFRS. ASSOCIATION	HOTEL PIERRE COTILLION ROOM																																																																		
Tuesday July 15 4:15 P.M. Cocktails	TRADE SHOWING OF NEW ACCESSORIES Buyers, merchandise men, fashion coordinators of stores throughout the country will be invited to an accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs. Showing promptly at 5:00 P.M. Strictly by invitation. Publicity: Ann R. Silver Associates, MU. 2-8633.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PLAZA GRAND BALLROOM																																																																		
Tuesday July 15 4:30 P.M. Cocktails	FALL COLLECTION FOR VISITING PRESS Showing of Norbert Jay's new Fall fashions, with millinery by Mme. Lenesta. For out-of-town editors, by invitation only. Publ.: Nona James, VO. 5-3440.	NORBERT JAY	HOTEL PIERRE SUITE 3																																																																		
Tuesday July 15 5:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Walter Florell will have a cocktail party for out-of-town fashion editors to present his Fall millinery collection. Attendance by invitation only. Contact: Burton M. Pell, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD ST. SALON																																																																		
Tuesday July 15 7:00 P.M. Dinner	MILLINERY FASHION SHOW AND DINNER Fall millinery fashion presentation by the Millinery Stabilization Commission and Millinery Fashion Bureau, the semi-annual industry showing for buyers, retailers and the fashion press. The following 60 milliners will present new trends in hats:	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM																																																																		
<p style="text-align: right;">16th July 10⁵⁰</p> <table> <tbody> <tr> <td><u>UPTOWN MILLINERS</u></td> <td>Edgar J. Lorie</td> <td>B. J. Goldenberg</td> </tr> <tr> <td>Anita Andra</td> <td>Milgrim Hats</td> <td>Goldston-Weber</td> </tr> <tr> <td>Braagaard</td> <td>Laddie Northridge</td> <td>Greenstein & Flaum</td> </tr> <tr> <td>Hattie Carnegie</td> <td>Mme. Pauline</td> <td>Harry Hikand</td> </tr> <tr> <td>Chanda</td> <td>Florence Reichman</td> <td>Lesser-Lasoff, Inc.</td> </tr> <tr> <td>Bernice Charles</td> <td>Mme. Reine</td> <td>Luxor Hat Co.</td> </tr> <tr> <td>Lilly Dache</td> <td>Marion Valle</td> <td>Walter K. Marks, Inc.</td> </tr> <tr> <td>delle Donne</td> <td>Sally Victor</td> <td>Millinery Fashion Creators</td> </tr> <tr> <td>Emme</td> <td>Vogue Hats</td> <td>Frances & Walter Nelkin</td> </tr> <tr> <td>Peg Fischer</td> <td></td> <td>O'Connell Hat Co.</td> </tr> <tr> <td>Walter Florell</td> <td><u>VOLUME MILLINERS</u></td> <td>Frank Palma</td> </tr> <tr> <td>Germaine Montabert</td> <td>Alba Hat Co.</td> <td>Parfait Hats</td> </tr> <tr> <td>Gladys & Belle</td> <td>Alfreda</td> <td>David Rothman</td> </tr> <tr> <td>Mary Goodfellow</td> <td>Amrose Hat, Inc.</td> <td>Morris Schachter & Co.</td> </tr> <tr> <td>Harryson Hats</td> <td>Berkley Hats</td> <td>Schoen Hats</td> </tr> <tr> <td>Mago Hayes</td> <td>Brandt Millinery Co.</td> <td>Schwartz & Rosenfeld</td> </tr> <tr> <td>G. Howard Hodge</td> <td>Joe Cohn Hats</td> <td>William Silverman</td> </tr> <tr> <td>Irene</td> <td>Croyden Hats <i>stern</i></td> <td>Woodmere Hat Co.</td> </tr> <tr> <td>Jeanne Tete</td> <td>Elizabeth Hat Co.</td> <td>Bernard Workman</td> </tr> <tr> <td>John-Frederics</td> <td>Flanzig Bros.</td> <td></td> </tr> <tr> <td>Lenesta</td> <td>Oscar Friedman</td> <td></td> </tr> <tr> <td>Miriam Lewis</td> <td>Harry Furst</td> <td></td> </tr> </tbody> </table>				<u>UPTOWN MILLINERS</u>	Edgar J. Lorie	B. J. Goldenberg	Anita Andra	Milgrim Hats	Goldston-Weber	Braagaard	Laddie Northridge	Greenstein & Flaum	Hattie Carnegie	Mme. Pauline	Harry Hikand	Chanda	Florence Reichman	Lesser-Lasoff, Inc.	Bernice Charles	Mme. Reine	Luxor Hat Co.	Lilly Dache	Marion Valle	Walter K. Marks, Inc.	delle Donne	Sally Victor	Millinery Fashion Creators	Emme	Vogue Hats	Frances & Walter Nelkin	Peg Fischer		O'Connell Hat Co.	Walter Florell	<u>VOLUME MILLINERS</u>	Frank Palma	Germaine Montabert	Alba Hat Co.	Parfait Hats	Gladys & Belle	Alfreda	David Rothman	Mary Goodfellow	Amrose Hat, Inc.	Morris Schachter & Co.	Harryson Hats	Berkley Hats	Schoen Hats	Mago Hayes	Brandt Millinery Co.	Schwartz & Rosenfeld	G. Howard Hodge	Joe Cohn Hats	William Silverman	Irene	Croyden Hats <i>stern</i>	Woodmere Hat Co.	Jeanne Tete	Elizabeth Hat Co.	Bernard Workman	John-Frederics	Flanzig Bros.		Lenesta	Oscar Friedman		Miriam Lewis	Harry Furst	
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	Reservations: Dinner and show, \$16.50; Mezzanine, show only, \$8.50. Show at 8:30 P.M. For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.		-7-																																																																		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 17 10:30 A.M.	FALL AND WINTER MILLINERY COLLECTION Presentation of John-Frederics' new Fall and Winter millinery collection to the press. By invitation only. Publicity: Ruth Ann French, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON
Thursday July 17 3:30 P.M. Champagne	FALL SHOWING FOR VISITING PRESS Champagne Party for out-of-town fashion press and showing of Fall Collection of Varden Petites and Casuals. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	VARDEN DRESS INC.	530 SEVENTH AVE. SHOWROOM
Thursday July 17 4:00 P.M.- 7:00 P.M.	"JOHN BULL SESSION" Jaeger of London will show its Fall and Winter collection of tweeds and woolens to New York and out of town fashion press. Attendance by invitation only. Publicity: Peter McDonnell, Inc., CH. 4-8850.	JAEGER OF LONDON	5 EAST 40TH STREET
Thursday July 17 4:15 P.M.	SHOW FOR VISITING PRESS BY SCHWARTZ & BLUESTEIN Haute couture in Precious Furs--presenting Fredrica's newest and most stimulating Fall and Winter fur collection at a Mint Julep Party for the out-of-town editors. Attendance by invitation only. Contact: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE 16TH FLOOR
Thursday July 17 5:00 P.M.	JUNIOR FASHION SHOW FOR VISITING EDITORS Showing of "Junior Mix and Match" fashions by Tilly Schanzer to be presented to out-of-town editors during cocktails. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM
Friday July 18 3:30 P.M. Champagne	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Fall Collection at a Champagne Party for out-of-town editors. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	PAUL PARNE	498 SEVENTH AVENUE SHOWROOM
Friday July 18 6:00 P.M. Buffet Supper	BOAT RIDE FOR VISITING PRESS The fashion press have been invited to go on a boat ride around Manhattan Island, from 6:00 P.M. to 9:00 P.M., with cocktails and buffet supper served on the boat. Attendance strictly by invitation.	DAVID CRYSTAL	AROUND N.Y.CITY
Saturday July 19 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her regular semi-annual millinery fashion show and breakfast for the out-of-town press. Attendance strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday July 19 11:00 A.M.	SHOWING FOR OUT-OF-TOWN PRESS Showing of Philip Mangone's Fall Collection to visiting editors, followed by luncheon. Attendance strictly by invitation.	PHILIP MANGONE	500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>LAST-MINUTE ANNOUNCEMENTS</u>			
Monday June 23 4:00 P.M.	FABRIC-FASHION SHOW FOR PRESS Fashion presentation by June Groff, designer for Glendale Fabrics. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	JUNE GROFF FOR GLENDALE FABRICS	1412 BROADWAY
Tuesday June 24 2:00 P.M.- 6:00 P.M.	PRESS SHOWING OF NEW BRASSIERES Cocktail party and press showing of new Maiden Form Brassieres. By invitation only. Contact: Arthur Rosenberg Co., CH. 4-4420.	MAIDEN FORM BRASSIERE CO.	200 MADISON AVE.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Monday June 23- June 28	SECOND WEEK STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM AVE. <u>Monday, June 23</u> --William Kapell, pianist; Leonard Bernstein, conductor; music by Tchaikovsky and Prokofieff. <u>Wednesday, June 25</u> --Michael Rosenker, violinist; Leonard Bernstein, conductor; music by Beethoven, Glazounow and Strawinsky. <u>Thursday, June 26</u> --Marian Anderson, soloist; Leonard Bernstein, con- ductor; <u>Friday, June 27</u> --Leonard Bernstein, conductor; music by Bach, Piston and Schumann. <u>Saturday, June 28</u> --Alexander Smallens, conductor; Don Cossack Chorus.
Wednesday June 25	PREMIERE: "IVY" (Movie) LOEW'S CRITERION, BROADWAY & 46TH STREET Universal drama starring Joan Fontaine with Patrick Knowles, Herbert Marshall, Richard Ney. Director, Sam Wood. Producer, William Cameron Menzies. Costumes, Orry Kelly. Publicity: Al Horwits, CI. 7-7100.
Thursday June 26	PREMIERE: "THE GHOST & MRS. MUIR" (Movie) RADIO CITY MUSIC HALL Twentieth Century-Fox comedy-drama about a young widow who falls in love with the ghost who haunts her seaside cottage, with Gene Tierney, Rex Harrison, George Sanders. Producer: Fred Kohlmar. Director: Joseph L. Mankiewicz. Costumes: Eleanor Behm. Publicity: J. Sawyer, CO. 5-3320.
Thursday June 26	PREMIERE: "FIESTA" (Movie) CAPITOL THEATRE, BROADWAY & 51ST STREET MGM's new Technicolor picture starring Esther Williams in the role of a shapely matador, and introducing to the screen the handsome young Latin actor, Ricardo Montalban. Producer: Jack Cummings. Director: Richard Thorpe. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
Thursday June 26	OPENING: "LAURA" CORT THEATRE, 48TH STREET, E. OF BROADWAY "LAURA", a new version of the famous screen play, presented by H. Clay Blaney in association with S. T. Roy Steckler. Written by Vera Caspary and George Sklar, the cast will include Otto Kruger, K. T. Stevens, Hugh Marlowe, and Tom Rutherford. Settings: Stewart Chaney. Director: Clarence Derwent. Publicity: Lester (Al) Smith, CI. 7-2080.
Friday June 27	PREMIERE: "THE UNFAITHFUL" (Movie) STRAND THEATRE, B'WAY & 47TH STREET Warner Bros. drama about an unfaithful wife starring Ann Sheridan, Zachary Scott, Lew Ayres. Producer: Jerry Wald. Director: Vincent Sherman. Costumes: Travilla. Publicity: Eve Siegel, CI. 6-1000.

